LEO BURNETT U.S.A.

Ad/I.D. No. PMVSL / 2096-B4 – Job No. M50998 – "Getting Lucky" – Page – 4/C – Bleed – 19 1/4" x 11 1/2") – National Magazines – 1997 (A)

Actually, this is what we call "getting lucky."

VIRGINIA SLIMS

It's a *woman* thing.

© Philip Morris Inc. 1997

8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

2061037442

Source: https://www.industrydocuments.ucsf.edu/docs/pggp0003

2061037442